WINREP®
EDI

Do what you do best, and WinRepEDI does the rest.

Your business is sales and customer service. Not managing complex computer networks and chasing endless paper trails of faxes and notes. That's why WinRep is the leading solution for boosting productivity and maximizing profits for manufacturers' rep agencies across the nation.

WinRep is a Web-based solution specifically designed to meet the business management needs of manufacturers' reps—from sales force automation and customer relationship management (CRM) to personal information management and manufacturers' rep management (MRM). Hundreds of agencies know that nothing else makes it easier to spend more time in front of customers and less time managing orders, invoices, commissions and customer inquiries.

While it has taken a few years, EDI is now the way American Retail does business. So we've developed an integrated solution that combines the capabilities of WinRep with the value and promise of EDI—without the expense and struggle often associated with EDI. WinRepEDI makes it easy and hassle-free for agencies to take advantage of EDI to increase value to customers and suppliers, maintain commissions and profitable lines, and spend more time doing what they do best—closing sales and keeping customers satisfied.

All this capability for a small start-up cost and monthly usage fees that save an average of 20 percent on typical EDI transaction fees! Plus, there is no hardware or software to buy, and no annual maintenance fees or costly upgrades.

WINREP

- Contact Management
  - Customers
  - Principals/Suppliers
- Product Portfolio
  - Description, price, specials
- Transaction management
  - Initiate
  - Track
- CRM
- Sales Analysis
- Standard Reports
- POS – Retail
- Commission reconciliation
- PO Tracking

EDI

- Format EDI Transaction
- Process/Send Transaction
- Track & interface to WINREP Core
- Monitor and Track Documents

WinRep with a boost—integrated EDI

WinRepEDI gives you everything the industry has come to expect from a comprehensive business management solution. It provides complete visibility and control over the EDI transaction flow between your customers and suppliers. Meanwhile, it integrates seamlessly with WinRep's sales reporting, commission tracking and office productivity features.

WinRepEDI's hosted Web-based solution provides everyone in your agency, no matter where they are, with browser access to a comprehensive database of sales and customer information, and the easiest-to-use and most comprehensive reporting system available to agencies today. It saves days of manual entry and reconciliation and requires no internal support and overhead. WinRepEDI allows you to focus on what you do best—selling and servicing customers.

If you've never implemented EDI because you've heard about the expense and time involved in administering EDI, plus the technical expertise that goes along with it, then WinRepEDI is for you. It's easy to get up and going and, because it's an outsourced service, you don't have to worry about learning and following complex procedures.

If you're already using EDI, WinRepEDI simply replaces your dial-up Value-Added Network (VAN) connection and instead routes EDI transactions directly into your WinRep database, where they are automatically translated into formats you can use right away. So, unlike what most agencies experience, accessing and reporting EDI transaction data is easy and hassle-free. And with WinRepEDI, you don't have to manage complex VAN software and pay expensive VAN fees.
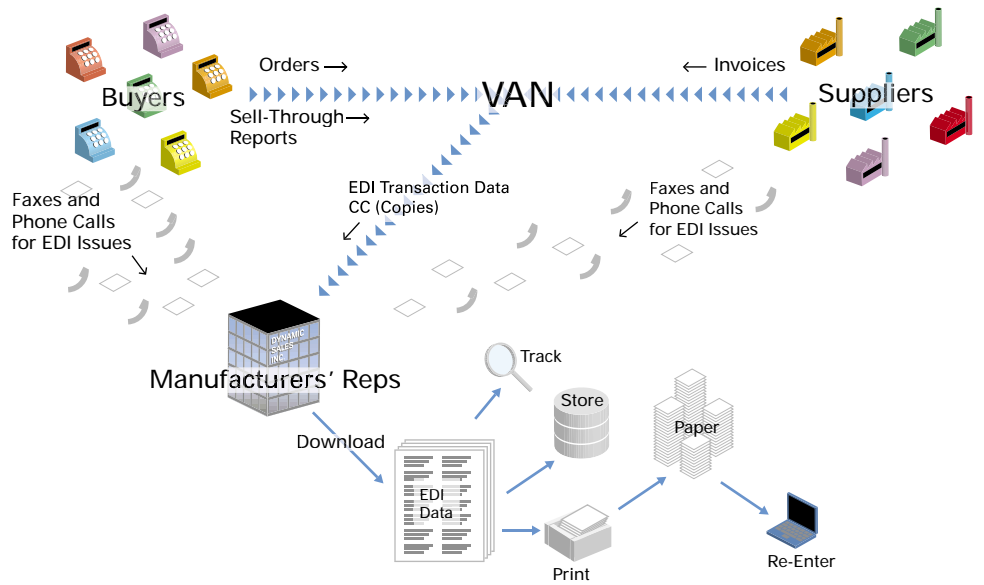
What you can expect with WinRep EDI

- **WinRepEDI is easy to use.** EDI transaction data is automatically collected throughout the day. WinRepEDI can optionally notify you by email when new orders are received, so you're always on top of the latest EDI data. WinRepEDI makes it easy to run reports showing EDI data, such as looking up information for a particular customer, browsing through orders to find just the ones you need, or creating sales reports for particular products or customers with a single click.

- **WinRepEDI is substantially less expensive.** WinRepEDI replaces expensive VAN connections and lowers your costs by an average of 20 percent. The higher your EDI transaction volume, the more you save.

- **WinRepEDI helps reduce chargebacks.** With WinRepEDI, you're on top of orders and invoices all the time. So you can catch mistakes quickly and avoid expensive chargebacks against your suppliers because of non-compliance with your customers' EDI procedures.

- **WinRepEDI helps maintain your commission rates/profitable lines.** That means you'll offer better customer support and added value to buyers and suppliers. You'll reduce their transaction costs, ensure that orders are fulfilled correctly, and answer questions regarding order status easily and quickly.

- **WinRepEDI gives you more time to meet with buyers.** WinRepEDI not only saves EDI costs but it also substantially reduces the time your business needs to track and report on sales information and to manage a computer network.

- **WinRepEDI streamlines your back-office functions (orders, invoices and commissions).** WinRepEDI collects and reports on information you need to run your business. It streamlines back-office functions in one seamlessly integrated package, accessible through your Web browser. WinRepEDI's superior order tracking and order management capabilities let you link notes, emails and other documents to orders, so when customers call you always have the answers at your fingertips. That means faster, better customer service, fewer faxes and phone calls, more accurate commissions and lower office costs.

- **WinRepEDI improves your sales analysis.** With comprehensive and flexible reports, WinRepEDI lets you look at sales and other activities from numerous angles.

WinRepEDI's ultimate benefit— more value for customers and suppliers. Agencies that use WinRepEDI provide better customer service to customers and suppliers by reducing their transaction costs and increasing their transaction profits. It's as simple as that. With WinRepEDI, fewer mistakes are made and inquiries are answered immediately. EDI orders and invoices are received and tracked automatically. Complete order/invoice information and all associated documents are available for every single order. You're already indispensable to your customers. WinRepEDI makes sure you stay that way.
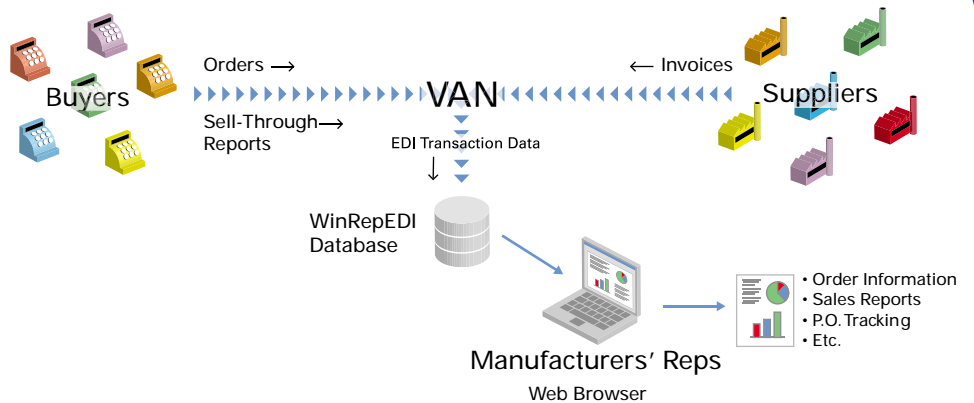
"Old" EDI

Traditionally, EDI systems are complex and expensive, involving hardware purchases, third-party software integration, in-house technical expertise and high KiloCharacter costs.

Orders →

Sell-Through → Reports

VAN

← Invoices

Buyers

Suppliers

Faxes and Phone Calls for EDI Issues

EDI Transaction Data CC (Copies)

Faxes and Phone Calls for EDI Issues

Manufacturers' Reps

Track

Store

Paper

Download

EDI Data

Print

Re-Enter

Simplified EDI

WinRepEDI is an outsourced service that simplifies your operations with business management software that's fully integrated with low-cost EDI.

Orders →

VAN

← Invoices

Buyers

Suppliers

Sell-Through → Reports

EDI Transaction Data

WinRepEDI Database

Manufacturers' Reps

Web Browser

• Order Information
• Sales Reports
• P.O. Tracking
• Etc.

Get all the details at www.winrep.com or call 800 490-0424.

Flexible, secure, scalable, and efficient, WinRep® lets you focus on what you do best, and helps you do it even better. Find out more about what WinRep can do for you!

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